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Love Thy Reader | About Donor Communications | *from Tom Ahern*



If you had more money ... you *could* do more good.
If you do better communications ... you *will* have more money.

Like what you're reading? **Receive** your very own free copy!



[EZ copy "Thank you" video](#)
HUGS!, the movie
Love Thy Donor, right?
Here's a dirt-simple, well executed little thank you [video](#) anyone can imitate. From Ronald McDonald House Charities. Tip from [Caryn Stein](#) at Network for Good's [Nonprofit Marketing Blog](#).

[Who's most generous?](#)
Shocking video reveals truth about Aussie donors
This exceptionally cute and tidy [animated report](#) from Pareto, Australia's largest DM house (and an analytics turbine), gives you all sorts of trends and ideas. For those of you outside Oz, a note on terminology: "regular" givers are what Yanks call monthly donors, while "cash" givers are people who make a gift in response to a direct mail or other appeal. You will be surprised by what you learn re: retention of people acquired various ways ... and the role **Facebook** now plays in bringing in new folks.

[Ted Hart's web radio show for fundraisers](#)
On-demand

Dr. Adrian Sargeant, explorer! - **Part 4**

7 principles of donor loyalty

Charities that get straight A's in 7 things reap the rich rewards of contented donors.



Dr. [Adrian Sargeant](#) is a marketing professor specializing in charities. In his groundbreaking research, he uncovered 7 chief reasons why donors will sometimes stay with a charity for years. [Previous issues](#) of this newsletter talked about reasons #1- #4.

5. They trust you.

Before I'll make a gift to your charity, what do you have to prove to me?

Research awhile back by [Cone](#) found that donors had two main preconditions:

recorded interviews with fundraising's top experts, on every topic you can imagine

Appearing this **April 8**: **Simone Joyaux** on Ted's blogtalkradio™ show, [The Nonprofit Coach with Ted Hart](#). Simone authored the just released romp, [Firing Lousy Board Members \(and Helping the Others Succeed\)](#), from Charity Channel's no-BS [In the Trenches™](#) series.

From the data caves at Blackbaud...

50 Fascinating Fundraising Statistics

How many nonprofits in the US? OK, that one's easy enough. But do you know the "Percentage increase in online giving to faith-based nonprofits in 2013?" Or how much more donors will give if nonprofits meet their expectations? It's a quick, intriguing [tour](#). Tipped to this by [The Agitator](#).

Awesome fundraising idea:

Questions Kids Ask About God

Pastor Dave Hedlin of the Peace Lutheran Church, New Lenox, IL, heard all sorts of questions from kids ("What is God's favorite animal?"). He would offer answers during worship services. Church members compiled Pastor Dave's Q&As into a terrific large hardcover book for youngsters, professionally illustrated by three talented high school art students from the community. All proceeds are then donated to Feed My Starving Children Lutheran World Relief. See the results [here](#).

And the Oscar for "Best video about a college tribe" goes to...

24 hour in 2 mins

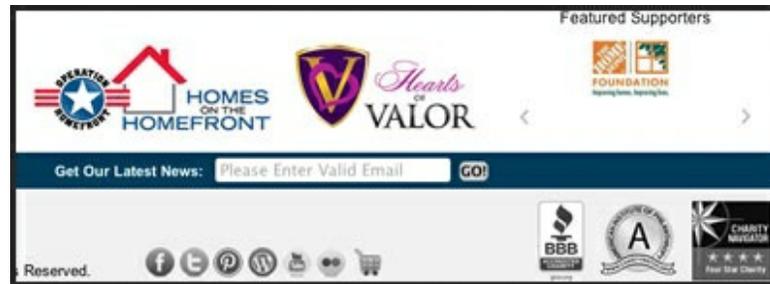
Michigan State University has become one my favorite places for smart comms. Check out this fab [video](#). Click PLAY PREVIEW.

#1: A charity has to be effective.

#2: A charity must seem trustworthy.

And why *would* I trust you?

Well, you could display all your charity watchdog credentials, as [Operation Homefront](#) does on its home page. That would help convince me.



But there's an even easier way to make me trust you.

Oddly, as Adrian points out, if your organization is seen as smart in **one** area, then people assume you're smart (i.e., reasonably trustworthy) in **all** areas.

Isn't that a twisted bit of reasoning? Yet reliably true.

How to look smart? I strongly recommend being smart on the customer service end, since that's where your customer (i.e., your donor) will notice you most.

Thank donors well ... and you'll be seen as smart.

Manage the donor relationship well, by asking new donors up front, for instance, what their communications preferences are ... and you'll be seen as smart.

In my personal thesaurus, I see "smart" as a synonym for "thoughtful." If your organization is thoughtful about its donors' questions and needs,

On the interactive front...

Try being unemployed; see how YOU like it

Drs. Adrian Sargeant and Jen Shang harp on about the importance of taking donors on a journey (which by the way, is **UTTERLY** different than trying to "educate" them), to build loyalty. See this magnificent [online example](#) of taking people on a journey. Just do it; you won't regret it. It will make your brain two hat sizes bigger. And it's from those amazing people at [McKinney](#), the ad agency that does pro bono for Urban Ministries of Durham (NC). Tip of the hat to Keiren Havens, chief strategy officer at [Health Care for the Homeless](#), Baltimore.

See this infographic!!!

Email response rates collapse in 2013

Email fundraising is supposed to be getting better, not worse. It's the future, right!!! Well, facts are facts. See this distressing [infographic](#) from eNonprofit Benchmarks. Download the full report.

New-to-me blog I like

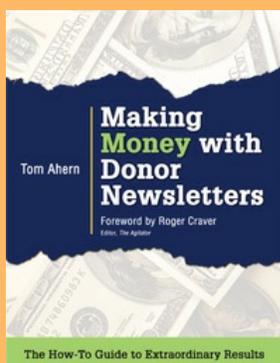
Just discovered: Tobin Aldrich

Via Jeff Brooks. This [one](#) caught my eye.

Working on....

Cases for the Berkshires, Alberta Cancer, IAVI, Providence Boys & Girls Club. Training for SOS Children's Villages, Pathfinder International.

It's here!



then you'll be seen as smart. Or vice versa.

Remember this photo, offered up by Mark Phillips in his [Queer Ideas](#) fundraising blog:



Mark, managing director of the UK's staggeringly intelligent [Bluefrog](#) agency, titled it: "Everything you need to know about fundraising in one photo."

1 + 1 = 2: when you answer your donors' underlying psychological needs, you *attract* more giving and *earn* improved retention rates.

For another -- expert -- perspective on trust, visit Charlie Green's ["Trust Matters" blog](#).

Back issues of this newsletter? [Here...](#)

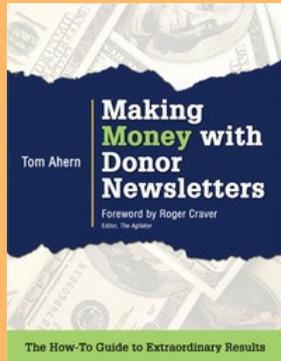
tom ahern's
ATTEMPTED RESURRECTION

04R

Richmond, VA. | Tuesday, May 6
[Information](#)

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Ahern bloggy

My career,

unvarnished, not all that well censored either

What's new on [SOFII](#)?

Need a good idea **RIGHT NOW?**

Then review this freshly updated [list](#) of SOFII's **latest** exhibits. SOFII stands for the *Showcase of Fundraising Innovation and Inspiration*. This big-hearted, mostly volunteer, London-based nonprofit collects and annotates examples of **SUCCESSFUL** donor communications from around the world ... and then gives you **FREE** access. I'm there often.

Could they take the heat? Well, they came into my kitchen...

Enter a **GALLERY** of **FRANK** critiques ... solely for your error-avoiding, idea-stealing pleasure

Brave people sent me samples of their donor comms, for a **free, nitty-gritty** - and **public** - critique. Find out exactly what they did wrong or

Tom Ahern's "I forgot Valentine's Day" collection



Refresh your under-wardrobe
Wear your heart on/near your sleeve

Writer-wear©. Advice-wear®. Reminder-wear™. **We do message. You customize! PICK your colors, sizes and styles ... huge range!** Statement T-shirts (and the occasional iPhone sleeve) for the wordy wise.

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true believers!

